

## REMARKS

This Response is to the Final Office Action of April 6, 2004. Claims 1 to 22 were pending previously in this application. In this Amendment, Claims 1, 11 and 18 have been amended to more clearly define the present invention over the art discussed below. A telephone interview was conducted on August 6, 2004, in which the amendment to Claim 1 was discussed. In general, it was agreed that the proposed amendment overcame the art of record. A summary of the interview has also been placed in the file. A check in the amount of \$110.00 is submitted herewith to cover the cost of a one month extension of time. Please charge Deposit Account No. 02-1818 for any additional fees owed.

In the Office Action, Claims 1 to 8, 10 to 16 and 18 to 22 were rejected under 35 U.S.C. § 103(a) as being obvious in view of U.S. Patent No. 2,380,367 to Ranney ("*Ranney*"), U.S. Patent No. 6,138,905 to Hachenski ("*Hachenski*") and in further view of U.S. Patent No. 5,896,686 to Howes ("*Howes*"). Claims 9 and 17 were rejected under 35 U.S.C. § 103(a) as being obvious in view of *Ranney*, *Hachenski*, *Howes* and in further view of U.S. Patent No. 5,375,704 to Focke et al. ("*Focke*").

This Amendment incorporates by reference each of the distinctions and advantages discussed in all previous substantive responses. The present amendments highlight further deficiencies in the prior art. It is not disputed that *Ranney* fails to teach or suggest the provision of internal giveaway information. *Hachenski* and *Howes* are cited for that missing element. Neither *Hachenski* nor *Howes* however concerns and therefore teaches or is suggestive of the provision of indicia at a folded end of a package that is folded into shape. The references taken as a whole therefore do not teach:

giveaway information placed on the end wall so as to be unobstructed by folds forming at least a portion of the end wall, as included in Claim 1;

giveaway information placed on the end so as to be unobstructed by folds forming at least a portion of the end, as included in Claim 11; and

providing giveaway information on an inner surface of the removable end wall so as to be unobstructed by folds forming at least a portion of the end wall, as included in Claim 18.

For at least the above-described reason, the art of record does not in combination teach or suggest present Claims 1, 11, and 18 and their respective dependent claims. Additionally, the

claims have been amended to clarify that the removed end is deformable, which is desirable when compared to a relatively non-deformable bottle cap for purposes of transporting the end with giveaway information to a place for redemption. Through this language, the claims are further distanced from *Howes*.

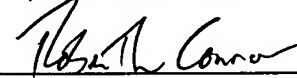
Claim 1 has also been amended to correct a minor spelling error. That amendment is non-narrowing, disclaims no subject matter and has not been made for any reason relating to the patentability or for any statutory reason.

For the foregoing reasons, Applicant respectfully submits that the above-identified patent application is now in a condition for allowance and earnestly solicits reconsideration of same.

Respectfully submitted,

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